

On the Difficulties and Countermeasures of Employment of Graduates in Local Colleges and Universities under the Influence of COVID-19

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Abstract

The sudden emergence and rapid spread of the epidemic situation of COVID-19 have brought severe difficulties and challenges to the employment of local college graduates. Affected by the epidemic, the employment channels of graduates are blocked, the employment cost increases, and the quality of graduates' employment becomes low. In order to realize the early employment of local college graduates, local colleges and universities need to strengthen cooperation with local governments to create more employment opportunities; strengthen employment guidance and services for graduates and broaden employment channels; provide accurate help for special employment groups. Subsidize job-seeking expenses; improve employment monitoring system to enhance graduates' employment skills. In multi-party cooperation and precision efforts, multi-measures, collective efforts to help local college graduates to achieve early employment.

Keywords

COVID-19 outbreak, Local college graduates, Employment, Countermeasures.

1. Introduction

From 2020, COVID-19 infected by new crown pneumonia virus has brought serious negative effects to people's work and life. After effective epidemic prevention and control, the domestic epidemic situation tends to be stable at present, but the foreign epidemic situation is still swift and violent, the number of infections is still increasing, and the cases of imported infection abroad still exist. Under the influence of the global epidemic of new crown pneumonia, the "recovery" of China's economic and social system will take a long time to realize, which is not an easy task for college students who graduated this year. In this regard, the CPC Central Committee and the State Council attach great importance to and care about the employment of college graduates under the epidemic situation, and require more measures to do a good job in the employment of college graduates and other groups at the same time, so as to ensure the stability of the overall employment situation. Central and local departments have also issued a series of employment policy documents, requiring the overall completion of graduation, recruitment, examination and other related work, so that graduates graduate smoothly, early employment [1]. Under the situation of prevention and control of the epidemic situation of new crown pneumonia, the employment of college graduates is related to the stability of social development, the vital interests of college graduates and the development of higher education. Therefore, it is necessary and urgent to study the countermeasures of graduates' employment in local colleges and universities under the situation of prevention and control of new crown pneumonia.

2. Difficulties in Employment of Local College Graduates Affected by the Epidemic of COVID-19

2.1 The Sharp Increase in the Number of College Graduates Leads to more Intense Competition for Employment

According to statistics, the number of college graduates in China reached 8.74 million in 2020, an increase of 400000 compared with 2019. The total number of domestic college graduates and returned

graduates will reach [2]9.3 million. Due to the dual impact of the epidemic and economic downturn, in order to reduce human capital, many enterprises have less demand for employment or cancel recruitment plans, some enterprises have to lay off staff in order to survive the difficulties, and some enterprises are facing bankruptcy.

2.2 Blocked Access to Employment for Local College Graduates

According to the enrollment situation of local colleges and universities, the proportion of students in rural and poor areas is more than 60% [3]. For college graduates from rural and poor areas, there are few social resources available, and the main channel for obtaining employment information depends on the demand information issued by the employment guidance department of colleges and universities [2]. However, due to the impact of this year's COVID-19, traffic control, delayed opening of colleges and universities, employment guidance departments can not visit enterprises in advance, the original plan of employers offline spring recruitment suspended or cancelled. In addition, there are graduates "love" civil servants, institutions have to delay the examination because of the epidemic, so that the original plan to take the public entrance examination of this part of the graduates have to adjust the pace of planning, but because of the single source of recruitment information, local college graduates employment channels blocked, although online recruitment is also a good choice, but because of the network recruitment information needs to be screened, graduates still need to improve their ability to distinguish, it is difficult to quickly and well get the intention of job information. At the same time, because the ability of graduates to make and deliver resumes needs to be improved, and some mobile phone signals in remote areas are weak, poor families lack computer and other equipment, which makes graduates not highly motivated to seek jobs through the Internet. Network job-seeking channel utilization efficiency is also not high.

2.3 Increased Cost of Job-seeking for Local College Graduates

With the increasing number of college graduates, coupled with the impact of the epidemic, the limited jobs provided by the society, the employment of college graduates appears too crowded, increasingly fierce competition, graduates need to repeatedly submit resumes, need to participate in different units of written tests, interviews, so that graduates will spend more time on job search costs. Besides, the desire of local college graduates to go to the provincial capital or big city is also very strong. They believe that working in the provincial capital or big city can gain more development opportunities and stimulate their potential. Although some enterprises use online recruitment to write tests and interview, many enterprises need graduates to go to the enterprise residence for written tests and interviews. So graduates need to prepare self-recommendation materials, resumes, clothing and transportation expenses. If they can get employment once, it will increase the time cost and pay many economic costs such as transportation expenses, ticket fees for job fairs and so on. At the same time, compared with the SARS epidemic in 2003, this year's COVID-19 situation is more ferocious, the scope of influence is bound to cause this year's college graduates to increase the proportion of unemployed, graduates have to continue to rent after leaving school, compared with living in school dormitories before graduation will increase the cost of economic costs. In addition, graduates in previous years have paid internships in school, this year affected by the epidemic, many college students at home, lost many employment opportunities or internship income, and ultimately increased the cost of employment opportunities for local college graduates.

2.4 The quality of employment of local college graduates has become lower

For local college graduates, the quality of employment is related to the realization of their own value, the display of their talent and potential, and the happiness index of the graduates' families. Graduates' employment quality is mainly reflected by salary level, job stability, career development prospects, study and training, welfare security, professional counterpart, job satisfaction and other negative aspects of [5]. As a result of the COVID-19 situation, the domestic economic development situation has declined, many enterprises production and operation pressure increased, profit space changed, survival and development is facing difficulties, in order to get out of the predicament and try to make a profit, enterprises take measures to reduce the number of personnel recruitment, pay and welfare

security, reduce learning and training to reduce human resources costs. [6] college graduates who have just entered the workplace, are inexperienced and need to improve their abilities are more likely to be targeted for pay cuts. At the same time, because college graduates have just entered the society, and have a little high self-awareness and understanding of the imbalance between supply and demand in the talent market affected by the epidemic, even if they successfully apply for a job, when the working environment becomes worse, the requirement to wear masks for a long time at work causes physical discomfort, or when the work encounters setbacks and blows, it is easy to produce psychological differences and resistance, and job satisfaction will be reduced. In addition, affected by the epidemic, enterprises through the network recruitment of college graduates, although the employer has explained the recruitment requirements, but because the graduates do not have a good understanding and understanding of the employer's job requirements, So that employers do not find the employees they want, graduates do not get more satisfactory positions, resulting in low job matching. Finally, the employment quality of college graduates becomes lower.

3. Countermeasures for the Employment of Graduates of Local Colleges and Universities under the Epidemic Disease of New Crown Pneumonia

3.1 Local Colleges and Universities Strengthen Cooperation with Local Governments to Create More Jobs

As local colleges and universities, while implementing policies such as actively encouraging and guiding college graduates to join the armed forces, expanding the enrollment scale of graduate students enrolled in master's programmes and increasing the level of higher education in general institutions of higher learning, and actively encouraging and publicizing policies such as pursuing a second bachelor's degree, we continue to vigorously publicize and implement entrepreneurship policies for college students, strengthen guidance and services for entrepreneurship, increase the construction of entrepreneurial platforms such as science and technology parks for college students, actively mobilize students to participate in innovative entrepreneurship competitions for college students, and organize innovative entrepreneurship training programs for college students, "Internet +", "Challenge Cup" and other innovative entrepreneurship competitions for college students, Employ industry experts, entrepreneurial alumni, entrepreneurs as guidance teachers for college students' entrepreneurial team, encourage and support more graduates to start their own businesses, so that they can earn their own living and reduce the supply of talent market. At the same time, local colleges and universities need to further actively guide college graduates to grass-roots employment, and implement grass-roots projects such as "university student village officials", "special post teacher plan", "three branches and one support", "western plan" and so on. In addition, local colleges and universities to strengthen contact with local governments, apply for local governments through the introduction of local talent, counterpart grass-roots services and other ways, for graduates to gain more employment will. At the same time, local governments support the development of small and medium-sized enterprises in appropriate forms and ways, provide loan funds to solve the current financial difficulties of small and medium-sized enterprises, appropriately reduce tax revenue, ease the pressure on enterprises to operate, subsidize enterprises that have signed labor contracts with college graduates for more than one year, reduce operating costs, encourage enterprises to accept college graduates and increase employment opportunities for college graduates.

3.2 Local Colleges and Universities should Strengthen Employment Guidance and Services for Graduates and Broaden New Channels for Employment

Due to the impact of the new pneumonia epidemic, five ministries and commissions, such as the Ministry of Human Resources and Social Security, have jointly issued documents to suspend on-site recruitment activities for graduates of all kinds of schools. To this end, the Ministry of Education launched the "24365 campus recruitment service" service, provinces, cities, colleges and universities have also launched the corresponding network, WeChat public platform recruitment channels, some employment websites also actively set up the "24365 campus recruitment service" activity exclusive page. However, for local college graduates, on the one hand, the online recruitment information itself

is not updated in time, on the other hand, graduates are not aware of job search websites, public numbers, so that they can not understand or fully understand the employer's job requirements, Some graduates miss interviews or give up interviews because they are not active enough. And some graduates miss a good job because they do not show their advantages to HR、 interviewers in remote interviews. In this way, the lack of online job search channels requires local governments and colleges to strengthen the implementation of relevant policies, local employment guidance departments and university employment guidance centers to strengthen communication with enterprises, ask them to timely release recruitment needs, and as colleges and universities to strengthen employment guidance for graduates. In addition, colleges and universities can make full use of alumni resources and establish alumni support mechanism to help their graduates obtain employment opportunities.

3.3 Local Colleges and Universities Provide Accurate Assistance to Special Graduate Groups and Subsidize the Cost of Seeking Employment

According to the Ministry of Education's press release on February 28, Weng Tiehui, vice minister of education, said that the Ministry of Education requires every university to care for every graduate, and that university employment guidance teachers, counselors and academic guidance teachers should pay close attention to the graduation and employment work of graduates, help key groups such as Hubei nationality, building grade card, children of poor and disabled families, carry out "one-to-one" help, carry out "one person, one policy" individualized guidance, guide them to find the right career position, make the best effort to recommend to them the position that conforms to their personal characteristics, so that they can choose the right place and position when they graduate. For the employment of graduates from Hubei and other provinces seriously affected by the epidemic this year, the employment subsidy can be adopted, and the basic level service project should be inclined to Hubei students. At the same time, local colleges and universities actively cooperate with the local government to accurately identify the graduates of poor families. Give corresponding financial subsidies to compensate poor students for the cost of seeking employment within the scope of the policy. In addition, local colleges and universities actively consult with banks, for graduates with independent entrepreneurial ideas and feasible projects, through innovative credit services, banks and other financial structures from colleges and universities to understand student credit data, Comprehensive investigation to actively provide college graduates with a financial independent loan service, low interest, low loan requirements, long repayment time loans, reduce the difficulty of loans, so as to solve the financial problems of graduates to start their own businesses, promote graduates to start their own businesses.

3.4 Improve the Employment Monitoring System in Local Colleges and Universities and Enhance the Employment Skills of Graduates

Affected by the epidemic situation, college graduates employment quality is not high, the cycle becomes longer and so on. First of all, this requires colleges and universities to build a graduate employment detection system, improve unemployment warning and rapid response mechanism, establish unemployment feedback mechanism for college graduates, and strengthen the tracking and investigation of the employment status of college graduates. Especially those who do not find a job, strengthen tracking and investigation of the causes of unemployment and analysis. Secondly, colleges and universities carry out research according to graduates' follow-up investigation and in-depth employment market, adjust the traditional student training mode, provide necessary employment guidance and simulation exercises, enhance the combination and thinking ability of theoretical guidance and practice, continuously improve students' practical and hands-on operation ability, communication ability and ability to solve practical problems. By strengthening students' social practice, apprenticeship, practice and other activities, improve students' ability of organization and coordination, language expression, and develop self-learning habits [7]. Finally, college graduates should change their concept of job search, comb their willingness to seek employment, take advantage of home epidemic prevention, check and fill gaps, learn and improve their skills and knowledge reserves, accumulate higher human capital, and adjust their employment mentality. Look for jobs that

match your abilities and improve your employment efficiency [4]. In addition, from the point of view of personal safety, universities and enterprises should, according to the development of the epidemic situation, scientifically evaluate, carefully consider the date of resumption of work and production, and, on the premise of ensuring the prevention and control of the epidemic situation, use remote control and office.

4. Conclusion

The outbreak of the new crown pneumonia has brought many disadvantages to the employment impact of local college graduates. I believe that with the implementation of the national stable employment policy and the gradual improvement of the epidemic situation, with the cooperation and precision of local governments, enterprises and colleges and universities, multi-measures and collective efforts to help college graduates to achieve early employment. Of course, the development and prosperity of some new industries, new occupations and new technologies, such as online film and television, online games, online sales, telecommuting, fresh distribution, online diagnosis and treatment and other creative industries based on the Internet, will also bring new opportunities and posts to college graduates. College graduates should be full of confidence in the future, pay attention to the employment policy of recruitment information and policies of enterprises, maintain contact and communication with schools and teachers, actively deal with the unfavorable situation of current employment, adjust the employment mentality, and believe that they will eventually overcome difficulties and achieve employment.

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